FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction

1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL									
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1. Name and Address of Repo	orting Person [*]	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer				
(Last) (First) (C/O THE BOSTON BEER COLARLINGTON STREET	(Middle) MPANY, 75	3. Date of Earliest Transaction (Month/Day/Year) 02/15/2005	(Check all applicable) X Director X 10% Owner Officer (give (specify below)) Chairman				
(Street) BOSTON, MA X1 02116 (City) (State) (Zip)		4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person				

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transac Code (Instr. 8)		4. Secur Acquired Dispose (Instr. 3,	d (A)	or (D)	5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership		
			Code	V	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	or Indirect (I) (Instr. 4)	(Instr. 4)		
Class A Common	02/15/2005		S		500	D	\$ 24.24	189,791	I	Note 1 (1)		
Class A Common	02/15/2005		S		100	D	\$ 24.23	189,691	I	Note 1 (1)		
Class A Common	02/15/2005		S		100	D	\$ 24.25	189,591	I	Note 1 (1)		
Class A Common	02/15/2005		S		100	D	\$ 24.28	189,491	1	Note 1 (1)		
Class A Common	02/15/2005		S		100	D	\$ 24.29	189,391	I	Note 1 (1)		
Class A Common	02/15/2005		S		100	D	\$ 24.3	189,291	I	Note 1 (1)		
Class A Common	02/15/2005		S		700	D	\$ 24.38	188,591	ı	Note 1 (1)		
Class A Common	02/15/2005		S		700	D	\$ 24.01	187,891	I	Note 1 (1)		
Class A Common	02/15/2005		S		400	D	\$ 24	187,491	I	Note 1 (1)		
Class A Common	02/15/2005		S		400	D	\$ 24.03	187,091	I	Note 1 (1)		
Class A Common	02/15/2005		S		200	D	\$ 24.05	186,891	I	Note 1 (1)		
Class A Common	02/15/2005		S		600	D	\$ 24.04	186,291	I	Note 1 (1)		
Class A												

Common	02/15/2005	S	500	D	\$ 24.02	185,791	1	Note 1 (1)
Class A Common	02/15/2005	S	100	D	\$ 24.06	185,691	1	Note 1 (1)
Class A Common	02/15/2005	S	100	D	\$ 24.11	185,591	1	Note 1 (1)
Class A Common	02/15/2005	S	300	D	\$ 24.18	185,291	1	Note 1 (1)

	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transac Code (Instr. 8)		5. Number of Derivative		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,				7. Title and Amount of Underlying		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares						

Explanation of Responses:

1. Reflects 32,456 shares held by Reporting Person's children and shares held by a limited liability company in which the children of the Reporting Person have a pecuniary interest, but to which the Reporting Person disclaims any beneficial ownership.

C. James Koch 02/16/2005

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a). Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.